

## Pegasystems Reaches Sales People More Effectively with uStudio



Tiffany Fisher and Lauren Shanley, both in Sales Strategy and Transformation at Pegasystems, a cloud software company based in Cambridge, Massachusetts, were looking for an effective way to meet their sales team “where they are” - which is always on the move. Tiffany and Lauren’s goal, as teammates, was to figure out a better communication and training medium to help Pega’s sales teams sell better, faster, and more effectively.

Previously, Pega was communicating with their sales teams through a weekly webcast and hosted many webinar-based training sessions. These webinars were live dial-ins and took place at a fixed time. It was convenient for those based in Pega’s Cambridge headquarters, but not as convenient for employees who were based in different parts of the world in various time zones.

“ We’re big believers that we need to reach salespeople where they are and not create more diversions or e-mail traffic. And so, we saw a great opportunity for podcasts. —Lauren Shanley

Although they looked at several podcasting vendors and even considered building their own application internally with their development team, they wanted to go to market quickly with this new medium. **Moving forward with an enterprise podcast expert with the right functionality allowed them to move faster and easily integrate the podcasting product with their own internal systems.**

“ We didn’t want to spend months and months swirling around potential solutions. When we looked at what uStudio could provide us, including the support of secure file transfers, readiness and ease of use, and internal branding features within the app, they met all of our criteria and then some... Working with uStudio was the right decision for us to launch this initiative quickly. —Tiffany Fisher

Private podcasts also allowed Pega to engage employees through storytelling—something that was very important to their sales enablement strategy.

“ In sales it resonates more with your audience if you can tell a story, as opposed to just spitting out facts, so we’re very passionate about enabling our sales team with this new medium. —Lauren Shanley

Pega currently hosts three private podcast shows for their global workforce through uStudio and has committed to a twice monthly publication cadence. This includes a “Win Stories” show that features employees. For these episodes, Lauren strategically sources account executives with unique real-life sales stories to share with their peers. These stories cover different industries and clients, as well as unique sales approaches.

Currently, Lauren follows a nomination process for speakers on Pegasystem's "Win Stories" show. Managers and VPs will pass along exciting wins that they believe would make for a good podcast episode. From there, Lauren performs background research to see if the situation is a good fit, and sets up a discovery call with the deal owner to gain more insight. By carrying the majority of the background work herself and keeping the process as simple as possible for the account executive, Lauren has seen an increase in interest and participation.

“ We made [our podcast launch] happen at our Sales Kick-Off. It's the one time of year where we get the global sales organization together and that's when we pushed it out. Capturing that energy was critical to increase adoption. We now have over 500 users and growing every day. —Tiffany Fisher

In order to have an effective launch, Pega had a dedicated kiosk at their sales kick-off just for employees to receive podcast information. They ran a competition and gave away a pair of Apple AirPods to one lucky employee who downloaded the uStudio application. Their goal was to have 475 employees sign-up for uStudio during their sales kick-off, and they successfully exceeded that number.

During the event, Pega leaders clearly communicated with employees why they were switching to private podcasting and what benefits the new medium would bring them.

The Pega team leans on talent internally to produce their Pega Podcasts for sales enablement. Many employees actually host podcasts in their spare time and have helped with the editing process. The company's IT team was also involved to get everything set up on the security side.

“ We have a huge collection of talent internally that provides us with content and material - everything we need to get the right stories in front of our selling teams globally with information they can use and consume. —Tiffany Fisher

Although they were avid podcast consumers in their personal life, Tiffany and Lauren didn't have experience hosting or producing a podcast show. Turns out, production is much easier than they thought. Tiffany writes a full script of her interview questions and rehearses several times out loud to feel completely comfortable before recording. She will often revisit her questions multiple times and rewrite those that need to sound more conversational in nature. Eventually, the Pega team hopes to have additional internal podcast hosts to give employees further diversification of voices.

“ You can't overthink it. Listen to yourself and understand your vocal rhythm. Have fun with it. At the end of the day, people want to listen to and connect with others. —Tiffany Fisher and Lauren Shanley

As a result of their rapid adoption success and internal feedback, Pega would like to keep scaling their program to reach different departments within the organization. They would also love to enable their employees to learn more about what's going on within other internal teams in the business, if they are interested in doing so, no matter their role. This would not only encourage additional knowledge sharing but allow the podcasting team to identify cross-functionally where employees desire more content.

“ Right now we're just doing a very small subset of our company, but I think there's an opportunity for everyone to have their own channels... We have senior executives who have messages they want to share via podcast to the sales team. The energy around it is great. That's what you want. You want to know the audience you are creating the content for is actually benefiting from it and they're asking for more. —Tiffany Fisher

Overall, Pega is very satisfied with their switch to private podcasting and the support they have received from the uStudio team.

“ The uStudio team has been awesome. Every question and concern we had ended up being something we didn't need to be nervous about. The customer service has been phenomenal. It's been a great experience. —Tiffany Fisher

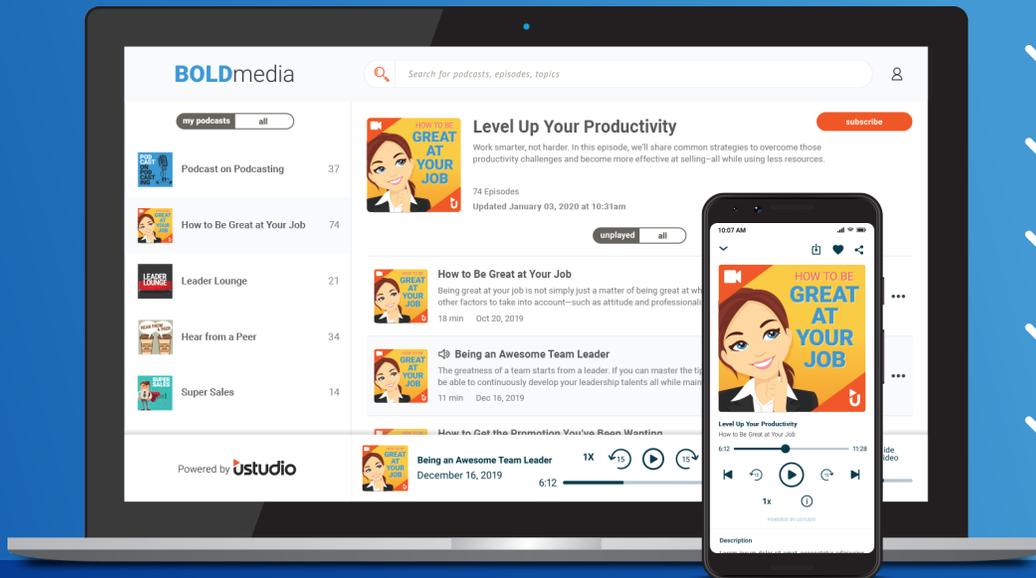


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